

# J.P. Morgan & WIRED Consulting create groundbreaking B2B thought leadership program increasing reach on LinkedIn



J.P.Morgan

Location: New York, NY | No. of Employees: 300,000  
Industry: Financial Services

J.P. Morgan Payments transformed its brand-building approach through an innovative collaboration with WIRED Consulting, and targeted engagement on LinkedIn. With the objective of expanding awareness, changing perceptions and being seen as a leader in redefining the digital payment solutions space, J.P. Morgan Payments created the groundbreaking "Payments Unbound" thought leadership program. Leveraging WIRED's narrative and award-winning design expertise through WIRED Consulting and the influential platform of LinkedIn, J.P. Morgan Payments successfully positioned itself as a trusted innovator in driving the future of payments.



## Challenge Change perception, enhance credibility, and expand awareness of digital payment solutions

- J.P. Morgan Payments is a key division of major global financial institution J.P. Morgan Chase, providing comprehensive digital payment solutions and specializing in global transactions and risk management.
- The surge in digitalization across industries was creating a demand for payment solutions that went beyond traditional financial boundaries, and J.P. Morgan Payments found the scope of their audience for digital payments was rapidly evolving.
- **"As more and more companies start to digitize and offer different types of solutions, it's really opened this need for new types of payments innovations across the organization,"** noted Abel Flint, VP, Growth & Strategic Initiatives.
- This necessitated a shift in perception regarding which stakeholders within an organization could benefit from digital payment solutions.
- Flint continued, **"The people and roles within the clients we work with has shifted. Traditionally we've been a trusted partner to the treasury and finance side, but now there are so many opportunities to co-innovate more broadly as businesses seek to expand globally and digitize. For instance, we could partner with a CTO around a new e-commerce solution that drives loyalty through personalization, or a CPO to determine a new & unexpected product partnership."**
- J.P. Morgan Payments needed to redefine the narrative around digital payments, making them an integral part of organizational strategies, and showcasing their relevance to decision-makers at the highest levels. And they set out to do so in a way that would disrupt the status quo and capture audience attention.
- The initial campaign had what can only be described as an ambitious timeline – three months from inception to publication.





“WIRED Consulting and LinkedIn are incredible strategic thought partners for us. Both teams have a high degree of constructive optimism and offer a great mix of creative genius and editorial magic. This collaborative team is the reason that we were able to break through to audiences so quickly, and feel confident with the world we’re co-creating.”

### Abel Flint

VP, Growth & Strategic Initiatives  
J.P. Morgan Payments



## Solution

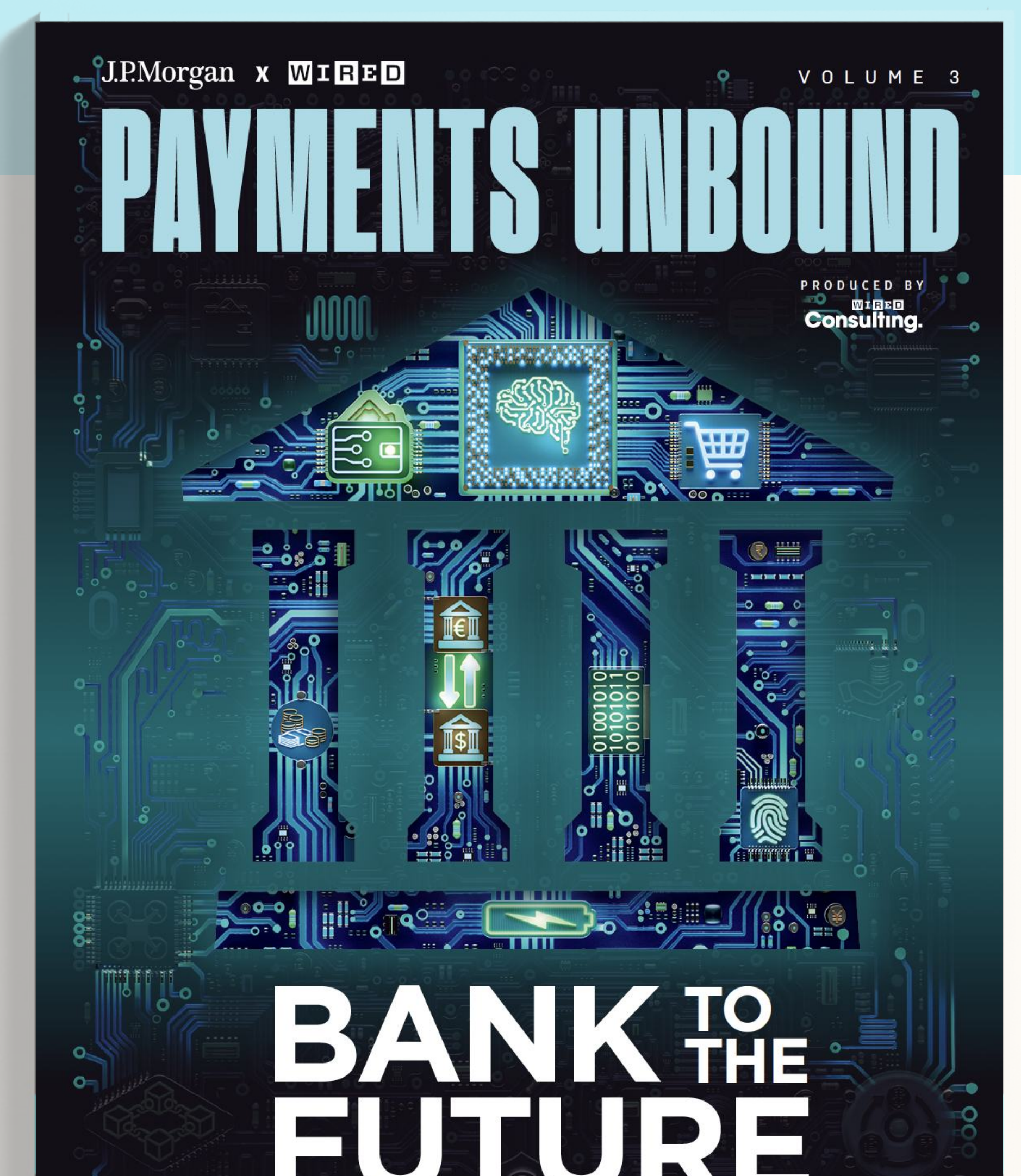
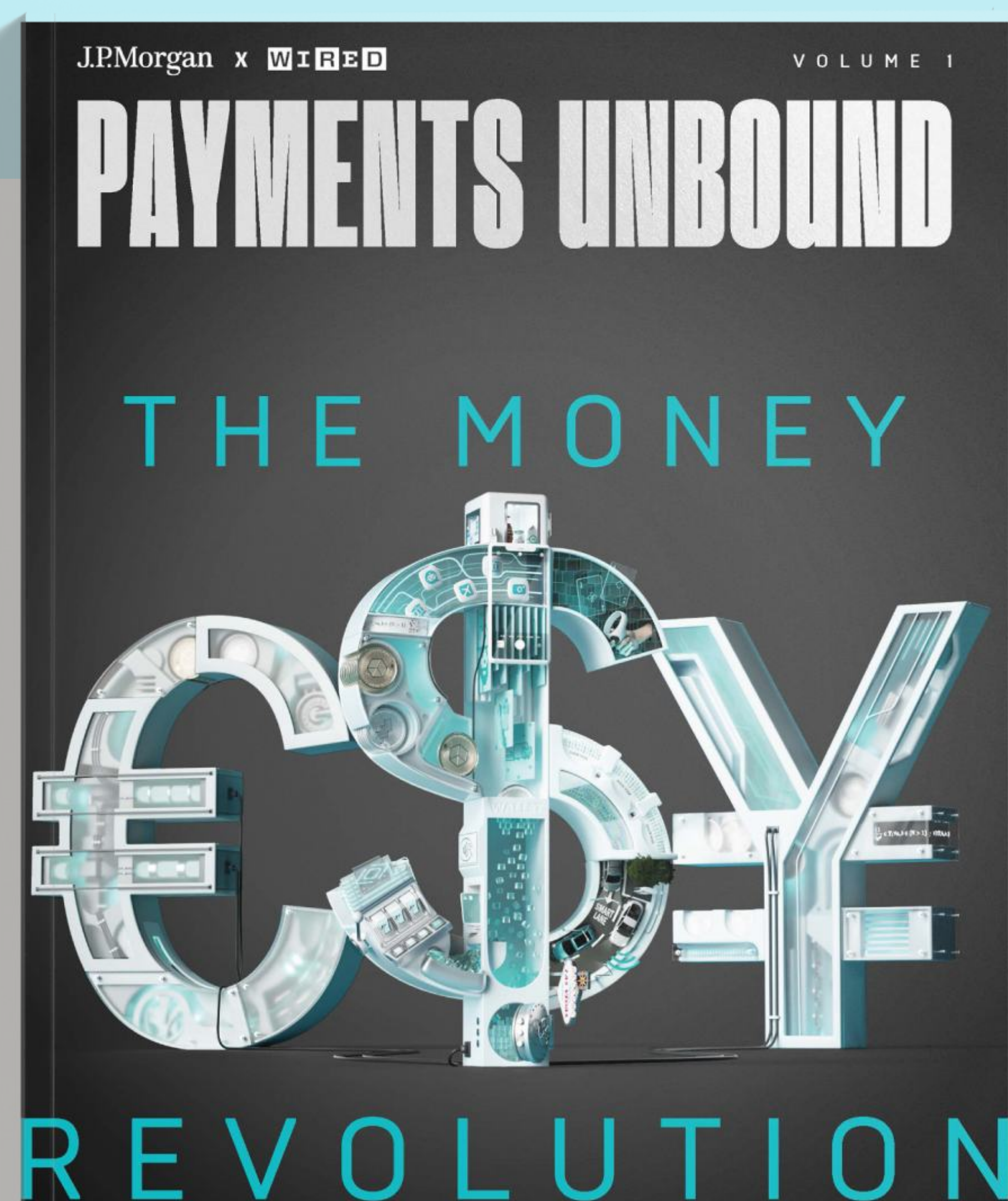
### Collaborate with the right partner to produce a groundbreaking campaign

- J.P. Morgan Payments collaborated with WIRED Consulting, a LinkedIn Marketing Partner, to co-create the Payments Unbound program. This strategic initiative leveraged WIRED's expertise in visual and future focused storytelling to disseminate a powerful message – the paradigm of digital payments has shifted, and it is time for businesses to embrace this revolution.
- They achieved this by creating a brand new, co-branded print magazine and digital content ecosystem showcasing thought leadership from clients, J.P. Morgan employees, and WIRED's editorial team through educational and entertaining content focused on exploring emerging ideas, innovations and people shaping the future of payments.
- Given that email inboxes were overflowing with digital newsletters and subscriptions – they needed to find a way to distinguish themselves from the clutter – hence the strategic juxtaposition to deliver a tangible (and analog) customer engagement experience to further break through.
- Chris Kelly, Head of Communications, Payments, APAC, was excited by the opportunities that the WIRED collaboration offered. Her role as Payments Unbound Editor was instrumental.

“We had this crazy idea, with the strategy and vision to back it up, but we needed that world-class external partner who would help us take it to the next level and bring this vision into the world. Everybody knows WIRED. Their reputation speaks for itself. And they are uniquely positioned in the center of the emerging technology narrative – their readers are the audiences we’re trying to reach. It was the perfect fit for us.”

### Chris Kelly

Head of Communications, Payments, APAC  
J.P. Morgan







## Results Capturing mindshare in a rapidly evolving marketplace



# 20K

Magazines distributed over 30 activations, with requests for additional volumes

# 40+

Clients featured in program with millions engaging across digital platforms

- By strategically altering the digital payment narrative, the Payments Unbound program successfully portrayed J.P. Morgan Payments as a forward-thinking, versatile and trusted innovator driving the future of the industry. The program has helped to redefine how businesses, across industries, perceive and utilize digital payment solutions while showcasing how J.P. Morgan Payments and its clients are building the future of digital payments together.
- The resounding success of the initial phase spurred further volumes that have doubled in length and increased the number of prints available by fivefold, effectively amplifying its influence and extending its reach across J.P. Morgan's global footprint at industry & propriety conferences.
- To ensure it maintained a strong digital presence, **the magazine is also published online** including a number of digital exclusive assets and experiences, from video to gifs to webinars and more, to drive reach across LinkedIn.
- To enable turnkey engagement in absence of access to the print magazine, the J.P. Morgan Payments team also built an automated shipping solution, allowing internal audiences to help clients and prospects stay connected and informed if they happen to miss a point of physical distribution.

## How partnering with WIRED Consulting re-vitalized J.P. Morgan Payments' creative approach

- WIRED Consulting helped the J.P. Morgan Payments team explore novel approaches and experiment with new storytelling techniques including more editorially driven content. The resulting platform went beyond simply meeting the challenge at hand – it exceeded expectations and has formed a cornerstone marketing program.
- **“We wanted to communicate to divisions across J.P. Morgan and demonstrate what is possible and what can be done if we strategically push the creative boundaries away from ‘business as usual’ and towards that of a publisher,”** Chris Kelly explains.
- WIRED Consulting shared insights into capturing the essence of the rapidly evolving digital payment market and how to craft narratives that would engage professionals beyond the finance sector. This exchange not only enriched the content but also influenced the way J.P. Morgan Payments approached the positioning of the program.







## How the Payments Unbound campaign's multimedia assets reached the right audience on LinkedIn

- LinkedIn's unique strength as the world's largest network for professionals and industry influencers allowed for targeted content distribution.
- The platform provided a space where J.P. Morgan Payments could thoughtfully share insights, opinions, and content directly related to the individual topics and articles within each volume.
- It also helped elevate the voices of clients, deepen relationships, and establish J.P. Morgan Payments as a thought leader in digital payments. LinkedIn provides the right space for sharing insights, sparking discussions, and delivering engaging content targeted at professionals beyond the finance sector to further achieve J.P. Morgan Payments' marketing objectives.



**“A key part of the results for us start with the intangible side, in terms of the value-add of working in collaboration with a strong external partner.”**

**Chris Kelly**

Head of Communications, Payments, APAC  
J.P. Morgan